



## **Shoba Purushothaman**

Founder, NewsMarket

Shoba Purushothaman is an entrepreneur who has built fast-growing, profitable, innovative companies in the U.S., Europe and Asia. She is now focused on her third enterprise, a skills training business based out of India. Shoba began her career as a business journalist, including at the Wall Street Journal and Dow Jones Newswires in Washington D.C., New York and London.

She left journalism in 1994 to join Anthony Hayward as a business partner at London-based broadcast media consultancy Bulletin International where she established its Asia Pacific operations during 1995-1998 in Singapore, KL, Hong Kong and Melbourne before setting up its North American operations in New York. Bulletin was successfully acquired in 2001 and is now part of the WPP Group.

In 2000, Shoba began work on a new digital video distribution platform that she and Anthony had conceived, The NewsMarket ([www.thenewsmarket.com](http://www.thenewsmarket.com)). Shoba served as The NewsMarket CEO from 2000-2009 and is currently its Chairman. In 2009, The NewsMarket successfully acquired a NASDAQ-listed company and took it private and the combined entity re-branded in 2010 as Synaptic Digital ([www.synapticdigital.com](http://www.synapticdigital.com)). As founder-CEO of The NewsMarket, Shoba raised more than \$20 million from angel investors and top tier venture funds including Apax Partners, Battery Ventures, Softbank and strategic partners such as Hearst Media Corp. She built a strong global footprint for the Company with half its revenues generated outside its US base and secured landmark new customers - the U.S. Department of State, NATO, Google, Intel, Facebook, GM, IBM, UNICEF, Novartis, the Confederation of Indian Industry (CII) and Tata Motors. The Company's operations span London, Munich, Mumbai, Ahmedabad, Beijing and San Francisco in addition to NYC.

The NewsMarket and Shoba have won awards for technology, business model, pace of growth and entrepreneurship. Shoba speaks regularly on the changing face of media and entrepreneurship. She is on the Advisory Board of Columbia University's Strategic Communication program in New York and advisor to the non-profit Lend-A-Hand-India as well as several start-ups. Shoba is a graduate of Monash University in Melbourne, Australia (B.A.) and holds a Master of Economic Communication from the American University in Washington, D.C.

She is also a graduate of the Owner-President Management program at Harvard Business School (2000). Shoba, who is now a U.S. citizen, was born and raised in Malaysia and her ancestors originated from Tamil Nadu, India. Aside from English, she also speaks Tamil, Malay and Indonesian.